

COOK-OUT SALE

TV CANDIDS
by
Terrence O'Flaherty

Do we care enough to send the very best? America now stands ready to make a great leap into instantaneous world-wide telecasting. It is a moment of major importance because this big decision must be made.

When the marvelous new communications satellites make global television possible, who will operate them—the Government or private companies?

At the present time the people of other nations know more about the degenerates on our Private Eye shows than they do about American Foreign Aid. We are apt to forget that a whole new generation has grown up since the war and it knows the United States largely through the pictures it sees.

"They must be true pictures of your country," an Italian once said to me, "for aren't they made in America?"

Hugh Greene, an official of the British Broadcasting Corp., made this comment recently: "The American television programs shown abroad might cause young people of developing countries to turn elsewhere for their ideals."

"In the countries of Asia, Africa and Latin America there are thousands of young idealistic people who want more from television than the ideals of Tombstone and Dead Man's Gulch. If we in the West fail to help these people to make better use of television they will look somewhere else."

Greene also made a comment that is worth remembering: "When radio and television executives talk about freedom in broadcasting they really mean freedom to control broadcasting for economic ends—for selfish ends. They regard bondage to economic interests as freedom and bondage to governmental control as slavery."

Read that over again. It makes sense.

'Tis the season to be leaving. Carol Burnett is leaving Garry Moore. Dorothy Collins is leaving "Candid Camera." Kathy Nolan is leaving "The Real McCoys." John Chancellor is leaving NBC's "Today" show. Mike Wallace is leaving "PM."

Next thing you know Wells will be leaving Fargo. Is there no permanence any more?

Miss Burnett says she's ready for bigger things—like a Broadway show. Miss Collins is tired of playing pranks. Miss Nolan claims that she isn't being treated like a star. Chancellor says he lost too much sleep.

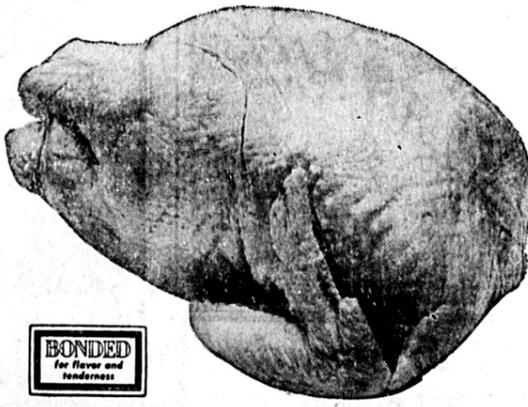
There is no truth to the rumor that Wallace couldn't bear to go on any longer without "PM West," although I understand his grief was great.

"After a year on the air I concluded that it was time to make a choice—whether to continue with the series or go on to other projects. I have decided on the latter," Wallace told the press.

His other projects will be a few special documentaries for the enterprising Westinghouse Broadcasting Co., to which he is still under contract. He will continue to be associated with WBC.

Steve Allen is expected to star in a series that will be a successor to "PM." Unlike "PM," which originates in New York, Allen's program would be taped in Hollywood.

All departures were extremely amicable. And I am Marie of Romania.



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